

Order / Rev: 64634
 Alt Order #: 09838415
 Flight Dates: 10/10/12 - 10/23/12

Advertiser: Dr. Flinn for Congress
 Product Desc: FLINN FOR CONGRESS
 Estimate: 2862

WPTY - ABC24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WPTY	10/22/12	10/23/12	M-F 6a-7a News ABC 24 News at 6a	CM	6:00 AM-7:00 AM	MT-----	:30	2	\$40.00	P-4	0.00	NM	2	\$80.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$40.00		0.00			
E 4	WPTY	10/10/12	10/12/12	M-F 6p-630p News ABC 24 News at 6p	CM	6:00 PM-6:30 PM	--WTF--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					2	\$100.00		0.00			
E 5	WPTY	10/15/12	10/19/12	M-F 6p-630p News ABC 24 News at 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					3	\$100.00		0.00			
E 6	WPTY	10/22/12	10/23/12	M-F 6p-630p News ABC 24 News at 6p	CM	6:00 PM-6:30 PM	MT-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					1	\$100.00		0.00			
E 7	WPTY	10/10/12	10/12/12	M-F 10p-1035p ABC 24 News at 10p	CM	10:00 PM-10:35 PM	--WTF--	:30	3	\$75.00	RSG	0.00	NM	3	\$225.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$75.00		0.00			
E 8	WPTY	10/15/12	10/19/12	M-F 10p-1035p ABC 24 News at 10p	CM	10:00 PM-10:35 PM	MTWTF--	:30	5	\$75.00	RSG	0.00	NM	5	\$375.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					5	\$75.00		0.00			
E 9	WPTY	10/22/12	10/23/12	M-F 10p-1035p ABC 24 News at 10p	CM	10:00 PM-10:35 PM	PMT-----	:30	2	\$75.00	RSG	0.00	NM	2	\$150.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$75.00		0.00			
E 10	WPTY	10/15/12	10/15/12	Mon Spec Dancing With the Stars	CM	7:00 PM-9:00 PM	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
DANCING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
E 11	WPTY	10/15/12	10/19/12	M-F 11a-12p News ABC 24 News at 11am	CM	11:00 AM-12:00 PM	MTWTF--	:30	2	\$25.00	IPR	0.00	NM	2	\$50.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--					2	\$25.00		0.00			
													Totals	25	\$2,840.00

Rep Order# 9838415 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/09/2012 2:41 PM

Last Received: 10/09/2012 2:13 PM

Showing Buylines: All Rep Revised Lines

Station WPTY-TV MEMPHIS, TN
Advertiser () POLITICAL
Product FLINN FOR CONGRESS
Estimate# 2862
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2862
Flight Dates 10/10/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () RYAN GORDON
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

***** Contract Coversheet *****
**URGENT NEW POLITICAL ORDER
TTL=2840
PLEASE CONFIRM ASAP (FLT BEGINS TOMORROW) RYAN 10/9

ENTRANCE OCT 09

EC'd No Last Received: 10/09/2012 2:13 PM Showing Buylines: All Lines

Station WPTY-TV MEMPHIS, TN
 Advertiser () POLITICAL
 Product FLINN FOR CONGRESS
 Estimate# 2862
 Buyer WHITNEY EVERSOLE
 Phone#
 Fax#

Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E //2862
 Flight Dates 10/10/2012 - 10/23/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () RYAN GORDON
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

GEORGE FLINN FOR CONGRESS (D-9)** **NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

***URGENT NEW POLITICAL ORDER
 TTL=2840
 PLEASE CONFIRM ASAP (FLT BEGINS TOMORROW) RYAN 10/9

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	AM NEWS	:30	\$40.00	10/10-10/12	2	1	2	\$80.00	
	2	M-F	6A-7A	AM NEWS	:30	\$40.00	10/15-10/19	2	1	2	\$80.00	
	3	M-TU	6A-7A	AM NEWS	:30	\$40.00	10/22-10/23	2	1	2	\$80.00	
	4	W-F	6P-630P	EARLY NEWS	:30	\$100.00	10/10-10/12	2	1	2	\$200.00	
	5	M-F	6P-630P	EARLY NEWS	:30	\$100.00	10/15-10/19	3	1	3	\$300.00	
	6	M-TU	6P-630P	EARLY NEWS	:30	\$100.00	10/22-10/23	1	1	1	\$100.00	
	7	W-F	10P-1035P	LATE NEWS	:30	\$75.00	10/10-10/12	3	1	3	\$225.00	
	8	M-F	10P-1035P	LATE NEWS	:30	\$75.00	10/15-10/19	5	1	5	\$375.00	
	9	M-TU	10P-1035P	LATE NEWS	:30	\$75.00	10/22-10/23	2	1	2	\$150.00	
	10	M	7P-9P	DANCING	:30	\$1,200.00	10/15-10/15	1	1	1	\$1,200.00	

Station WPTY-TV MEMPHIS, TN Agency () STRATEGIC MEDIA PLACEMENT Rep Firm () WASHINGTON
 Advertiser () POLITICAL 7669 STAGERS LOOP Sales Office () RYAN GORDON
 Product FLINN FOR CONGRESS DELAWARE, OH 43015 Salesperson ()
 Estimate# 2862 Agency C/P1/P2/E //2862 Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348
 Buyer WHITNEY EVERSOLE Flight Dates 10/10/2012 - 10/23/2012
 Phone# Hiatus Weeks
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-F	11A-12P	NOON NEWS	:30	\$25.00	10/15-10/19	2	1	2	\$50.00	

---REPORT TOTALS---

Report Totals: 25 / \$2,840.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$2,840.00
 Sales Totals: 25 / \$2,840.00
 Station Totals: 25 / \$2,840.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$56,800	CABL 0%	UNKN 0%	WHBQ 19%	WLMT 2%	WMC 32%
		WPTY 5%	WPXX 0%	WREG 42%		

Books NOV12
 Demos RA35+